UPNs of consumer products offered for sale in retail shopping environments and which are advertised on Web-based product promotion kiosks installed within the given retail shopping environment.

On Page 95, please amend the fifth paragraph as follows:

Figs. ~~19~~ 19A and 19B, taken together, provide a table listing the primary modes of information service provided to retailers and consumers alike by the Internet-Based Consumer Product Information Kiosk Configuration, Deployment, Management and Access Subsystem of the present invention.

On Page 100, please amend the first paragraph as follows:

Figs. 44A1 through ~~44O~~ 44N set forth ~~a~~ the screens of a storyboard presentation describing the current problems existing the brand marketing communications (BMC) industry, and how server-side driven, brand-building Multi-Mode Virtual Kiosks and the Internet-based Brand Marketing Communication Instrumentation Network of the present invention effectively solves the same;

And immediately thereafter insert the following paragraph:

Fig. 44O sets forth a table of definitions relating to objects and concepts relating to the Brand Marketing Communication Network of the present invention;

And after the fifth paragraph, which begins with "Fig. 45B1..." please insert the following paragraph:

Fig. 45C1 through 45C5 is the GUI panel for the tutorials on information services supported by each of the subsystems within the Brand Marketing Communication Network of the present invention;

And amend the following paragraph 7-9 as follows:

Figs. 46A ~~through 46K2~~ and 46B set forth GUI panels ~~and support~~ which provide an overview of the services provided by the Brandkey Systems™ Subsystem;

Figs. 47A1 ~~through 47C16E~~ 47B1 set forth GUI panels ~~and support~~ which provide an overview of the services provided by the Brandkey Create ™ ~~Subsytem~~ Subsystem;

Figs. 48A1 through ~~50V6~~ 48B1 set forth GUI panels ~~and support~~ which provide an overview of the services provided by the Brandkey ~~Deliver~~ Deliver™ Subsystem;

And after the eighth paragraph insert the following paragraphs:

--Fig. 49A1 is a GUI associated with the Control Panel for Installing Product-Specific Multi-Mode Virtual Kiosks of the present invention, within any one of four possible types of launch environments (e.g. HTML-Encoded Default Logo, HTML-Embedded Document, HTML-encoded Image, and HTML-Encoded Desktop Icon);

Figs. 49A through 49A5 set forth GUI panels associated with and information services supported by Product-Specific Multi-Mode Virtual Kiosk of the present invention;

Fig. 49B1 is a GUI associated with the Control Panel for Installing Service-Specific Multi-Mode Virtual Kiosks of the present invention, within any one of four possible types of launch environments (e.g. HTML-Encoded Default Logo, HTML-Embedded Document, HTML-encoded Image, and HTML-Encoded Desktop Icon);

Fig. 49B through 49B3 set forth GUI panels associated with and information services supported by Service-Specific Multi-Mode Virtual Kiosk of the present invention;

Fig. 49C is a GUI associated with the Control Panel for Installing Vendor-Specific Multi-Mode Virtual Kiosks of the present invention, within any one of four possible types of launch environments (e.g. HTML-Encoded Default Logo, HTML-Embedded Document, HTML-encoded Image, and HTML-Encoded Desktop Icon);

Fig. 49C1 through 49C12 set forth GUI panels associated with and information services supported by Vendor-Specific Multi-Mode Virtual Kiosk of the present invention;

Fig. 49D is a GUI associated with the Control Panel for Installing Service-Provider-Specific (SPS) Multi-Mode Virtual Kiosks of the present invention, within any one of four possible types of launch environments (e.g. HTML-Encoded Default Logo, HTML-Embedded Document, HTML-encoded Image, and HTML-Encoded Desktop Icon);

Fig. 49E1 through 49E4 set forth GUI panels associated with and information services supported by Service-Provider-Specific (SPS) Multi-Mode Virtual Kiosk of the present invention;

Fig. 49F is a GUI associated with the Control Panel for Installing Retailer-Specific (RS) Multi-Mode Virtual Kiosks of the present invention, within any one of four possible types of launch environments (e.g. HTML-Encoded Default Logo, HTML-Embedded Document, HTML-encoded Image, and HTML-Encoded Desktop Icon);

Fig. 49G1 through 49G6 set forth GUI panels associated with and information services supported by Retail-Specific (RS) Multi-Mode Virtual Kiosk of the present invention;

Fig. 49H is a GUI associated with the Control Panel for Installing Industry-Specific (IS) Multi-Mode Virtual Kiosks of the present invention, within any one of four possible types of launch environments (e.g. HTML-Encoded Default Logo, HTML-Embedded Document, HTML-Encoded Image, and HTML-Encoded Desktop Icon);

Fig. 49I1 through 49I6 set forth GUI panels associated with and information services supported by Industry-Specific (IS) Multi-Mode Virtual Kiosk of the present invention;

Fig. 49J is a GUI associated with the Control Panel for Installing Corporate-Specific (CS) Multi-Mode Virtual Kiosks of the present invention, within any one of four possible types of launch environments (e.g. HTML-Encoded Default Logo, HTML-Embedded Document, HTML-encoded Image, and HTML-Encoded Desktop Icon);

Fig. 49K1 through 49K6 set forth GUI panels associated with and information services supported by Corporate-Specific Multi-Mode Virtual Kiosk of the present invention;--

And amend the last two paragraphs as follows:

Figs. ~~51A through 51F31~~ 50A and 50B set forth <u>several example</u> GUI panels and support services provided by the Brandkey Advertise™ Subsystem; and

~~Figs. 52A through 52E36 set~~ <u>Fig. 51 sets</u> forth <u>one example</u> GUI ~~panels~~ <u>panel</u> and support ~~services~~ <u>service</u> provided by the Brandkey Promote™ Subsystem.

On Page 324, amend the first and second paragraphs as follows:

The second above-described illustrative embodiment of the present invention can be further modified and refined to provide an Internet-based Brand Marketing Communication Instrumentation Network illustrated in Figs. 44A1 through ~~51E36~~ <u>51</u>, which is capable of deploying, installing and remotely-programming the various display modes of networks of server-side driven, brand-building Multi-Mode Virtual Kiosks. This third system embodiment of the present invention will now be described in great detail hereinbelow with reference to Figs. 44A1 through ~~52E36~~ <u>51</u>.

In Figs. 44A1 through ~~44O~~ <u>44N3</u>, there is shown a storyboard presentation describing the current problems existing the brand marketing communications (BMC) industry, and how server-side driven, brand-building Multi-Mode Virtual Kiosks and the Internet-based Brand Marketing Communication Instrumentation Network of the present invention effectively solves these problems in remarkably powerful ways.

On Page 326, amend the second and third paragraphs as follows:

Referring now to Figs. 45A1 through ~~51E36~~ <u>51</u>, an Internet-based Brand Marketing Communication Instrumentation Network, based on the principles of present invention described in the first and second illustrative embodiments, solves the online communication problems experienced by brand marketing leaders, described above.

Using the Internet-based Brand Marketing Communication Instrumentation Network shown in Figs. 45A1 through ~~51E36~~ <u>51</u>, Brand Management Teams can communicate brand information and messages directly to the consumer through Brandkey's Multi-Mode Virtual Kiosks that consumers can access whenever – and wherever– they happen to be on the Web.

On Page 328, amend the first full paragraph as follows:

In general, the Internet-based Brand Marketing Communication Instrumentation Network is capable of deploying server-side driven brand-building Multi-Mode Virtual Kiosks at any point along the World Wide Web, and remotely programming the display modes thereof so as to deliver advertising and promotional campaigns and brand knowledge building informational networks (of links) to consumers whenever and wherever they may be on the WWW. The Stakeholders associated with this object-oriented system are Brand Managers, their Advertising and Promotional Agents, the Brand Entities which ~~the~~ they represent, and their primary interests are to build Brand Equity in the minds and hearts of consumers, while protecting Brands by maintaining the highest possible system integrity and security. The minimal guarantees sought by this Network are to provide brand management teams, large and small, and of any possible arrangement, with the ability to simply and rapidly program and deliver brand-building information content through the multiple display modes of server-side driven Multi-Mode Virtual Kiosks launchable from numerous types of environments at virtually any touchpoint on the World Wide Web—using only simple mouse-clicks and data entry operations and without the assistance of Java programmers. By ensuring the delivery of valuable brand-building information resources to consumers through Multi-Mode Virtual Kiosks, the strength of Brand Entities in the lives of consumers should be increased --making such "Brands Come to Mind^{SM}".

On Page 329, amend the first full paragraph as follows:

As illustrated in the network diagram of Fig. 45A1 and the GUI panel shown in Fig. 45B1, the Network (i.e. System) of the present invention is divided into six separate Subsystems, identified by the following intent-to-use (ITU) trademarks: Brandkey Systems™ Subsystem whose GUI panels and support services are illustrated in Figs. 46A and 46B ~~through 46K2~~; Brandkey Create ™ Subsystem whose GUI panels and support services are illustrated in Figs. 47A1 and 47B1 ~~through 47C16E~~; Brandkey Deliver Subsystem whose GUI panels and support services are illustrated in Figs. 48A1 through ~~50V6~~ 49K6; Brandkey Advertise™ Subsystem whose GUI panels and support services are illustrated in Figs. ~~51A through 51F31~~ 50A and 50B; Brandkey Promote™ Subsystem whose GUI panels and support services are illustrated in ~~Figs.~~

52A through 52E36 Fig. 51; and Brandkey Admin™ Subsystem whose support services are described below.

On Page 331, amend the last paragraph as follows:

The Brandkey Systems™ Subsystem, illustrated in Figs. 46A through 46K2 46B, is the central location where Brand Managers and Client Account Administrators can manage their Client Accounts and Brands, set User Access Rights, and configure Advertising and Promotional access to their Virtual Kiosks.

On Page 334, amend the second paragraph as follows:

The Brandkey Create™ Subsystem

The Brandkey Create™ Subsystem, illustrated in Figs. 47A1 through 47C16E 47B1, employs the latest advances in cognitive science and learning theory to enable Brand Managers and their team members to create and deploy multi-level interactive audio-visual models of product, service and corporate brands represented in the form of Brand Information Networks supported by brand-building information resources on the Internet (e.g. WWW, ftp sites, etc).

On Page 343, amend the second and last paragraphs as follows:

The Brandkey Deliver™ Subsystem, illustrated in Figs. 48A1 through 50V6 49K6, is the component of the Brandkey Systems Network where the User is allowed to Create, Customize, Deploy, and Install Brand Building Multi-Mode Virtual Kiosks across various Consumer Touchpoints through a number of different Launch Environments. Generally, the Brand Managers or full-service Agents will be the ones who will use this Subsystem.

There are six Control Panels available in the Virtual Kiosk Generation Suite. Each Control Panel's instruments are specialized for a different type Multi-Mode Virtual Kiosk. No single User will have access to all of these Control Panels. The different types of Virtual Kiosks are:

Product-Specific <u>Multi-mode Virtual Kiosk illustrated in Figs. 49A1 through 49A5</u>

Service-Specific <u>Multi-mode Virtual Kiosk illustrated in Figs. 49C1 through 49B3</u>

Vendor-Specific <u>Multi-mode Virtual Kiosk illustrated in Figs. 49C1 through 49C12</u>

Service-Provider-Specific <u>Multi-mode Virtual Kiosk illustrated in Figs. 49E1 through 49E3</u>

Retailer-Specific <u>Multi-mode Virtual Kiosk illustrated in Figs. 49G4 through 49G6</u>

Industry-Specific <u>Multi-mode Virtual Kiosk illustrated in Figs. 49I1 through 49I6</u>

Corporate-Specific <u>Multi-mode Virtual Kiosk illustrated in Figs. 49K1 through 49K6</u>

On Page 351, amend the first full paragraph as follows:

The Brandkey Advertise™ Subsystem, illustrated in Figs. ~~51A through 51F31~~ <u>50A and 50B</u>, is the central location where all Advertising Spots are placed on installed Multi-Mode Virtual Kiosks on the Internet.

On Page 354, amend the fourth paragraph as follows:

The Brandkey Promote™ Subsystem, illustrated in ~~52A through 52E36~~ <u>Fig. 51</u>, is the central location where all Promotional Spots are placed on installed Multi-Mode Virtual Kiosks on the Internet.